

## ORDER



KLAS

**Orders**  
 Order / Rev: 37281  
 Alt Order #: 08865799  
 Product Desc: OBAMA/P/D  
 Estimate: 1781  
 Flight Dates: 09/18/12 - 10/01/12  
 Original Date / Rev: 09/17/12 / 09/27/12  
 Order Type: GENERAL

Primary AE: Mike Jones  
 Sales Office: K-WAS  
 Sales Region: National

**Agency**  
 Name: GMMB  
 Buying Contact:  
 Billing Contact:  
 1010 Wisconsin Ave NW  
 Washington, DC 20007

Billing Type: Cash  
 Billing Calendar: Broadcast  
 Billing Cycle: EOM/EOC  
 Agency Commission: 15%

**Advertiser**  
 Name: Obama, Barack D-President  
 Demographic: A35+  
 Product Codes: PO1  
 Priority: LV1  
 Revenue Codes: AGY, POL, CAND

New Business Thru:  
 Order Separation: 00:15:00  
 Advertiser External ID:  
 Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	58	\$23,225.00	\$19,741.25
10/01/12	10/01/12	6	\$1,525.00	\$1,296.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	58	\$23,225.00	\$19,741.25	0.00
October 2012	6	\$1,525.00	\$1,296.25	0.00
Totals	64	\$24,750.00	\$21,037.50	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$24,750.00
Market	100%	\$82,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$20,625.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$4,125.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	8	09/22/12	09/29/12	CBS Early Show - Sat.	CM	5-7a	-----S-	:30	1	\$240.00	LV1	0.00	NM	2	\$480.00

CBS Early Show - Sat.

## CBS THIS MORNING SATURDAY

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/17/12	09/23/12	-----S-	1	\$240.00	0.00
Week: 09/24/12	09/30/12	-----S-	1	\$240.00	0.00

Order / Rev: 37281  
 Alt Order #: 08865799  
 Flight Dates: 09/18/12 - 10/01/12

Advertiser: Obama, Barack D-President  
 Product Desc: OBAMA/P/D  
 Estimate: 1781  
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	8	09/18/12	09/21/12	1230-2p Soaps/ LMAD Soaps / Let's Make A Deal	CM	1230-2p -TWTF-- (12:30 PM-1:00 PM)	:30	2	\$900.00	LV1	0.00	NM	2	\$1,800.00
THE BOLD AND THE BEAUTIFUL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				2	\$900.00		0.00			
E 7	8	09/18/12	09/21/12	The Talk 2-3P The Talk	CM	2-3p -TWTF--	:30	2	\$900.00	LV1	0.00	NM	2	\$1,800.00
THE TALK														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				2	\$900.00		0.00			
E 9	8	09/22/12	09/29/12	Politics Now S Sebelius Politics Now S Sebelius	CM	Various -----S- (5:30 PM-6:00 PM)	:30	1	\$250.00	LV2	0.00	NM	2	\$500.00
POLITICS NOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$250.00		0.00			
Week:		09/24/12	09/30/12	-----S-				1	\$250.00		0.00			
E 10	8	09/30/12	09/30/12	Sun 530-6p Ins Ed Wknd Inside Edition Wknd	CM	530-6p -----S	:30	1	\$150.00	LV2	0.00	NM	1	\$150.00
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S				1	\$150.00		0.00			
E 11	8	09/18/12	09/21/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p -TWTF-- (4:30 PM-5:00 PM)	:30	1	\$940.00	LV1	0.00	NM	1	\$940.00
8 NEWS NOW AT 4PM & 430PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				1	\$940.00		0.00			
E 12	8	09/18/12	09/21/12	630-7p Inside Edition Inside Edition	CM	630-7p -TWTF--	:30	3	\$875.00	LV1	0.00	NM	3	\$2,625.00
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				3	\$875.00		0.00			
E 13	8	09/18/12	09/21/12	7-8p Rotator 7-8p Rotator	CM	7-8p -TWTF--	:30	1	\$1,000.00	LV1	0.00	NM	1	\$1,000.00
ET/INSIDER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				1	\$1,000.00		0.00			
E 14	8	09/29/12	09/29/12	Sat 7-8p - ET Wknd Ent Tonight Weekend	CM	7-8p -----S-	:30	1	\$175.00	LV2	0.00	NM	1	\$175.00
ET WEEKEND														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$175.00		0.00			
E 15	8	09/18/12	09/21/12	137-237a M-F Elec Plyg Electric Playground	CM	137-207a -TWTF-- (1:37 XM-2:37 XM)	:30	2	\$40.00	LV2	0.00	NM	2	\$80.00
NATE BERKUS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				2	\$40.00		0.00			
E 16	8	09/22/12	09/29/12	Sat 1235-135a DaVinci Inq Da Vinci Inquest	CM	12.35a-1.35a -----S- (12:35 XM-1:35 XM)	:30	1	\$60.00	LV2	0.00	NM	1	\$60.00
DAVINICI														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$60.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
1	8	09/17/12-09/23/12		Sat 1235-135a DaVinci Inq	12.35a-1.35a		(12:35 XM-1:35 -----Sa--	:30	(\$60.00)	0.00	NM			
Credited move \$ to 36910														
Week:		09/24/12	09/30/12	-----S-				1	\$60.00		0.00			
E 17	8	09/24/12	09/28/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a MTWTF--	:30	4	\$440.00	LV1	0.00	NM	4	\$1,760.00
CBS THIS MORNING														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				4	\$440.00		0.00			

Order / Rev: 37281  
Alt Order #: 08865799  
Flight Dates: 09/18/12 - 10/01/12

Advertiser: Obama, Barack D-President  
Product Desc: OBAMA/P/D  
Estimate: 1781  
KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	8	09/24/12	09/28/12	Live w/Kelly Live With Regis & Kelly	CM	9-10a MTWTF--	:30	5	\$250.00	LV2	0.00	NM	5	\$1,250.00
LIVE! WITH KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$250.00		0.00			
E 19	8	10/01/12	10/01/12	Live w/Kelly Live With Regis & Kelly	CM	9-10a M-----	:30	1	\$300.00	LV2	0.00	NM	1	\$300.00
LIVE! WITH KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$300.00		0.00			
E 20	8	09/24/12	09/28/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p MTWTF--	:30	5	\$225.00	LV2	0.00	NM	5	\$1,125.00
8 NEWS NOW AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				5	\$225.00		0.00			
E 21	8	10/01/12	10/01/12	8 News Now Noon M-F 8 News Now Noon M-F	CM	12-1230p M-----	:30	1	\$325.00	LV2	0.00	NM	1	\$325.00
8 NEWS NOW AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$325.00		0.00			
E 22	8	09/24/12	09/28/12	1230-2p Soaps/ LMAD Soaps / Let's Make A Deal	CM	1230-2p MTWTF-- (12:30 PM-1:00 PM)	:30	2	\$900.00	LV1	0.00	NM	2	\$1,800.00
THE BOLD AND THE BEAUTIFUL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				2	\$900.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
1	8	09/24/12-09/30/12		1230-2p Soaps/ LMAD		1230-2p		MTWThF----	:30	\$900.00	0.00	NM		
2	8	09/24/12-09/30/12		1230-2p Soaps/ LMAD		1230-2p		MTWThF----	:30	\$900.00	0.00	NM		
E 23	8	09/24/12	09/28/12	Ellen Ellen	CM	3-4p MTWTF--	:30	2	\$325.00	LV2	0.00	NM	2	\$650.00
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				2	\$325.00		0.00			
E 24	8	09/24/12	09/28/12	8 News Now 4p M-F 8 News Now 4p M-F	CM	4-5p MTWTF-- (4:30 PM-5:00 PM)	:30	2	\$300.00	LV2	0.00	NM	2	\$600.00
8 NEWS NOW AT 4PM & 430PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				2	\$300.00		0.00			
E 25	8	09/24/12	09/28/12	630-7p Inside Edition Inside Edition	CM	630-7p MTWTF--	:30	2	\$875.00	LV1	0.00	NM	2	\$1,750.00
INSIDE EDITION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				2	\$875.00		0.00			
E 26	8	09/24/12	09/28/12	7-8p Rotator 7-8p Rotator	CM	7-8p MTWTF--	:30	2	\$1,000.00	LV1	0.00	NM	2	\$2,000.00
ET/INSIDER														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				2	\$1,000.00		0.00			
E 27	8	09/24/12	09/28/12	137-237a M-F Elec Plyg@M Electric Playground	CM	137-207a MTWTF-- (1:37 XM-2:37 XM)	:30	2	\$40.00	LV2	0.00	NM	2	\$80.00
NATE BERKUS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MTWTF--				2	\$40.00		0.00			
N 28	8	09/18/12	09/21/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a -TWTF--	:30	1	\$245.00	LV2	0.00	NM	1	\$245.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-TWTF--				1	\$245.00		0.00			
N 29	8	10/01/12	10/01/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a M-----	:30	1	\$225.00	LV2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----				1	\$225.00		0.00			

Order / Rev: 37281  
 Alt Order #: 08865799  
 Flight Dates: 09/18/12 - 10/01/12

Advertiser: Obama, Barack D-President  
 Product Desc: OBAMA/P/D  
 Estimate: 1781  
 KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N29	8	10/01/12	10/01/12	8 News Now 5a M-F 8 News Now 5a M-F	CM	5-6a	M-----	:30	1	\$225.00	LV2	0.00	NM	1	\$225.00
N30	8	10/01/12	10/01/12	8 News Now 6a M-F 8 News Now 6a M-F	CM	6-7a	M-----	:30	1	\$275.00	LV2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1			\$275.00			0.00			
N31	8	10/01/12	10/01/12	CBS This Morning 7-9a CBS This Morning	CM	7-9a	M-----	:30	2	\$200.00	LV2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		2			\$200.00			0.00			
N32	8	09/24/12	09/28/12	The Talk 2-3P The Talk	CM	2-3p	MTWTF--	:30	3	\$350.00	LV2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		3			\$350.00			0.00			
N33	8	09/24/12	09/28/12	8 News Now 5-630p M-F 8 News Now 5-630p M-F	CM	5-630p	MTWTF--	:30	3	\$375.00	LV2	0.00	NM	3	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/24/12	09/30/12	MTWTF--		3			\$375.00			0.00			
N34	8	09/22/12	09/29/12	Sat 1135p-1235a Priv Practice Private Practice	CM	1135p-1235a	-----S-	:30	1	\$40.00	LV4	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----S-		1			\$40.00			0.00			
		Week: 09/24/12	09/30/12	-----S-		1			\$40.00			0.00			
N35	8	09/18/12	09/21/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	-TWTF--	:30	5	\$20.00	LV4	0.00	NM	5	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	-TWTF--		5			\$20.00			0.00			
Totals														64	\$24,750.00